

## **Former Chairperson of the American Academy of Pediatrics, Dr. Susan Baker joins Else's Scientific Advisory Board**

VANCOUVER, British Columbia, Feb. 15, 2022 — **ELSE NUTRITION HOLDINGS INC. (BABY) (BABYF) (OYL.F) (“Else” or the “Company”)** the Plant-Based baby, toddler and children nutrition company, is pleased to announce that Dr. Susan Baker, tenured professor of Pediatrics at the University of Buffalo, to its Scientific Advisory Board.

Dr. Baker is recognized as a leader, having served as Chairperson of the American Academy of Pediatrics, Committee on Nutrition, Chairperson of the American Board of Pediatrics, sub board of Gastroenterology and numerous other national and international advisory groups including the Institute of Medicine, USDA and the FDA.

“We are extremely pleased to add Dr. Baker’s experience and insights to the Else Nutrition Team. Her extensive expertise, particularly in children’s health and nutrition will be of tremendous benefit to our company and our customers,” said Hamutal Yitzhak, CEO of Else Nutrition.

Dr. Baker obtained her BS at the University of Pittsburgh, MD at Temple University School of Medicine, and PhD at Massachusetts Institute of Technology. Dr. Baker completed her residency in Pediatrics at Children’s Hospital of Buffalo and her fellowship in gastroenterology at the Combined Program at Massachusetts General Hospital and Children’s Hospital of Boston.

Most recently Dr. Baker was awarded the Murray Davidson Award by the American Academy of Pediatrics recognizing an outstanding clinician, educator, and scientist who made significant contributions to the field of Pediatric gastroenterology, hepatology, and nutrition.

### **About Else Nutrition Holdings Inc.**

Else Nutrition GH Ltd. is an Israel-based food and nutrition company focused on developing innovative, clean and plant-based food and nutrition products for infants, toddlers, children, and adults. Its revolutionary, plant-based, non-soy, formula is a clean-ingredient alternative to dairy-based formula. Else Nutrition (formerly INDI) won the “2017 Best Health and Diet Solutions” award at the Global Food Innovation Summit in Milan. Else Plant-Based Complete Nutrition for Toddlers was recently ranked as the #1 Top seller in the baby and toddler formula category on Amazon. The Company recently received the World Plant-Based Award for “Best dairy alternative product” in New York at World Plant-Based Expo in late 2021. The holding company, Else Nutrition Holdings Inc., is a publicly traded company, listed as TSX Venture Exchange under the trading symbol BABY and is quoted on the US OTC Markets QX board under the trading symbol BABYF and on the Frankfurt Exchange under the symbol OYL. Else’s Executives includes leaders hailing from leading infant nutrition companies. Many of

Else advisory board members had past executive roles in companies such as Mead Johnson, Abbott Nutrition, Plum Organics and leading infant nutrition Societies, and some of them currently serve in different roles in leading medical centers and academic institutes such as Boston Children's Hospital, Pediatrics at Harvard Medical School, USA, Tel Aviv University, Schneider Children's Medical Center of Israel, Rambam Medical Center and Technion, Israel and University Hospital Brussels, Belgium.

For more information, visit: [elsenutrition.com](http://elsenutrition.com) or @elsenutrition on Facebook and Instagram.

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A photo accompanying this announcement is available at

<https://www.globenewswire.com/NewsRoom/AttachmentNg/75e3af0c-9ef0-4ef0-bb86-890ac12f73fe>

